



Foreign Agricultural Service

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Canada

Promotion Opportunities

Grocery Showcase Canada - Trade Show

2001

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Report Highlights:

Grocery Innovations Canada is the major retail grocery industry trade show in Canada. The Office of Agricultural Affairs Ottawa organized a USA Pavilion at this show for the first time in 2000 and plans to do so again in 2001. If you are interested in this show, recruitment should begin in June/July.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Ottawa[CA1], CA

Name of Show: Grocery Innovations Canada
Dates: October 22 - 24, 2000
City/Country: Toronto, Ontario Canada

The Grocery Innovations Canada trade Show is the major retail grocery industry trade show in Canada. Although originally designed primarily for the independent grocery operators this year was the first unified effort by the Canadian food industry including:

- Canadian Council of Grocery Distributors
- The Canadian Federation of Independent Grocers
- Canadian Food Brokers Association
- Food & Consumer Products Manufacturers of Canada

and sponsored by Agriculture and Agri-Food Canada and the Ontario Ministry of Agriculture, Food and Rural Affairs.

Total number of show visitors: 9020

Attendee Demographics

Business	Percentage
Independent Grocery Store	21
Corporate Chain Grocery Store Mass	11
Mass Merchandiser	3
Convenience Store	4
Specialty Retailer	5
Drug Store	3
Wholesaler/Broker/Distributor/Importer	15
Consumer Product Mfg./Processor	18
Equipment/Store Supplier	6
Affiliated Service	7
Media	5
Other	2

Occupation	Percentage
Executive/Owner/Operator	32
Retail Buyer	13
Retail Employee	6
Marketing/Sales	21
Retail Management	6
Store Clerk/Consultant/Other	21
Media	2

Geographic	Percentage
Alberta	2
British Columbia	4
Manitoba	2
New Brunswick	1
Newfoundland	2
Nova Scotia	2
Quebec	4
Ontario	78
Saskatchewan	1
Yukon	.5
USA & International	3

The Office of Agricultural Affairs Ottawa organized a USA Pavilion for the show which represented 27 companies and organizations and featured a cooking demonstration area and a business center. U.S. Pavilion exhibitors projected sales for the next 12 month period, resulting from the show, to total \$1,130,000.

There were two highlights in the show. MIATCO's Trade Show Plus program was offered to all exhibitors in the Pavilion. The program included one-on-one meetings with brokers and distributors and product specific/competitive product market research for the MIATCO firms, and a briefing on the Eastern Canada grocery retail sector.

The second highlight was Chef Michael McCarthy of the New England Culinary Institute. He conducted culinary theater highlighting the products on display in the Pavilion. The exhibitors utilized the services of the chef and were delighted with the draw it created and with his charisma and talent.

Recommendations for Participation:

We recommend that organizations interested in participating in this show be prepared to pay in full at the time of registration. The October show date can cause a conflict with organizations closely connected to the government's fiscal year deadlines and limitations. Groups wishing to participate with multiple booths should organize the group well in advance in order to meet the payment requirements.

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CA9142	Western Canada Retail Study	12/23/99
CA0001	Eastern Canada Retail Study	1/05/00
CA0004	Bakery Products I: Sweets	1/20/00
CA0006	Bakery Products II: Bread, Rolls, etc.	1/24/00
CA0007	Food Product Export Opportunities in Eastern Canada	1/31/00
CA0022	New England Culinary Institute	2/29/00
CA0030	WUSATA Recruits Grocery Showcase West	3/21/00
CA0032	Agent/Distributor Directory -Eastern Canada	3/21/00
CA0047	Hotel, Restaurant, Institutional Foodservice Sector Report - Eastern Canada	4/19/00
CA0050	Agent/Broker Directory - Western Canada	4/19/00
CA0081	Food Product Export Opportunities in Eastern Canada - Report II	6/20/00
CA0082	Canada Connect (Matchmaker Program)	6/26/00
CA0112	Wine & Spirits Promotional Opportunities	8/9/00

CA0113	Food & Beverage Promotional Opportunities	8/9/00
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CA0115	Pet Show Promotional Opportunities	8/9/00
CA0116	Poultry Show Promotional Opportunities	8/9/00
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CA0118	Wood Product Promotional Opportunities	8/9/00
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CA0135	Private Label Grocery Opportunities	9/11/00
CA0174	Pet Food Industry Product Brief	11/6/00
CA1002	Grocery Innovations Canada	01/04/01